USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/18 thru 01/24. (prices in dollars per carton)

Fri. Jan 18, 2013

A GRADE AA White 12 pack White 18 pack Brown 12 pack	X LA Stores	THIS N 1% of 23 ARGE Avg	,200 stor LAR Stores		39	.9% of 23	JS WEEK 3,200 stor LAR	res	21 X L		US YEAR 2,500 sto LAR	res
A GRADE AA White 12 pack White 18 pack Brown 12 pack	X LA Stores	ARGE	LAR Stores	GE	X LA	RGE	LAR	GE	X LA		,	
White 12 pack White 18 pack Brown 12 pack	Stores 60 10	Avg	Stores							ARGE	LAR	(GE
White 12 pack White 18 pack Brown 12 pack	60 10	J		Avg	Stores	A	_					
White 12 pack White 18 pack Brown 12 pack	10	1.77				Avg	Stores	Avg	Stores	Avg	Stores	Avg
White 18 pack Brown 12 pack	10	1.77										
Brown 12 pack			520	1.40			680	1.49	10	0.99	520	1.93
		1.79	170	2.11	30	2.25	1,600	2.39	60	2.58	40	1.99
A GRADE A												
White 12 pack	230	1.90	1,390	1.30			870	1.26	30	1.59	1,340	1.30
White 18 pack			1,700	2.36			450	2.00			20	2.40
Brown 12 pack							10	1.29			130	2.00
ORGANIC												
White 12 pack												
Brown 12 pack			180	4.49			340	4.02			590	4.17
GA-3												
White 12 pack	220	2.65	1,750	2.51	430	2.24	2,710	2.44	1,260	2.32	2,670	2.25
Brown 12 pack			210	2.99			190	3.63	10	2.69	130	2.52
E-FREE												
White 12 pack					60	2.99	2,000	2.53			20	2.50
Brown 12 pack			560	3.25			2,520	2.65			570	3.02
TARIAN FED												
White 12 pack	20	2.99	490	2.13							330	2.30
Brown 12 pack	200	3.08	380	2.89	160	2.63	560	2.79			210	2.41
	White 12 pack White 18 pack Brown 12 pack ORGANIC White 12 pack Brown 12 pack BA-3 White 12 pack FFREE White 12 pack Brown 12 pack TARIAN FED White 12 pack	White 12 pack White 18 pack Brown 12 pack ORGANIC White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack Brown 12 pack F-FREE White 12 pack Brown 12 pack White 12 pack Brown 12 pack F-FREE White 12 pack Brown 12 pack White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack TARIAN FED White 12 pack 20	White 12 pack Brown 12 pack	White 12 pack Brown 12 pack	White 12 pack Brown 12 pack	White 12 pack	White 12 pack White 12 pack Brown 12 pack Br	White 12 pack White 12 pack Brown 12 pack Br	White 12 pack White 12 pack Brown 12 pack Br	White 12 pack White 12 pack Brown 12 pack Br	White 12 pack White 18 pack Brown 12 pack White 12 pack Brown 12 pack Br	White 12 pack White 12 pack Brown 12 pack Br

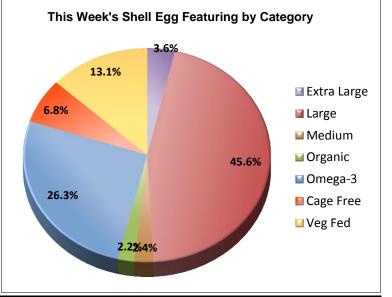
Large White Eg	gs - Grade A or I	petter, avg. feature pri	ce converted to \$/doz	zen	
1.70					
1.65		1.67			
1.60	1.58				
1.55 1.55					
1.50		\		1.46	
1.45				1.40	1.44
1.40			1.37		
1.35 Dec 14-20	Dec 21-27	Dec 28-Jan-03	Jan 04-10	Jan 11-17	Jan 18-24

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,080	3,640	2,150	Large Eggs on
Specialty	4,010	8,970	5,790	Jan-14-2013
Total (includes MD)	8,290	13,470	8,640	392.1
Special Rate 4/:	2.8%	0.1%	0.6%	down 14.8%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs remains active as Grade A 12 and 18 pack promotions increase in number, primarily in the Southeast region. The average price of Large white eggs, Grade A or better, declines as lower priced egg features increase late in the ad cycle. Value conscious consumers are finding some good bargains on eggs as the number of "no price" incentives offered by grocers is higher than a week ago. Ads for Extra Large eggs showing up more in circulars, while ads for Medium eggs remain constant. Specialty shell eggs are not as heavily featured as the previous week. Omega-3 eggs are still very visible in circulars, however cage-free type eggs have dropped sharply from view. Liquid egg products are not offered as readily to shoppers this week, but are still maintaining a good level of visibility in all areas.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

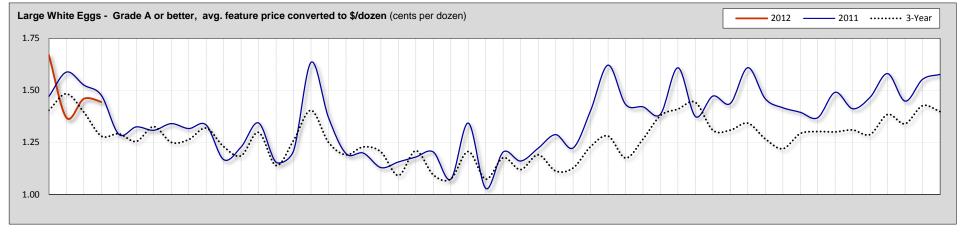
			(07		AST U.S.	511(5)			SOUTHE			0	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)								
		ture Rate 1/	4	DE,MA,MD,ME, 48.6% of 4,600 s ity Index = 3,98	sampled outle	ts		3	L,FL,GA,MS,N 9.9% of 6,100 s ty Index = 2,22	sampled	outlets	•	17.0% of 4,200 sampled outlets Activity Index = 660 (includes Medium)								
			EXTRA LARGE LARGE					EXTRA	•	o (morad	LAR		EXTRA LARGE LARGE								
	(CLASS		Stores Avg 3/	Price Range		Avg 3/		Stores Avg 3/	Price F		Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/				
	DA	White 12 pack White 18 pack		3										J	1.25 - 1.29	40	1.25				
	ADE A	Brown 12 pack																			
		MEDIUM		White 12 pack	0.40	100	4.05	'	White 12 pack	0.40	4.00	050 4 45		White 12 pack	0.40 4.00	470	1.01				
116		White 12 pack	1.25 - 1.99	220 1.93	0.49 - 1.38		1.05			0.49 -		850 1.45	1.15	10 1.15	0.49 - 1.29	170	1.01				
	DA ADE	White 18 pack Brown 12 pack			1.88 - 2.50	260	2.15				2.50	1,150 2.50			1.98 - 2.50	170	2.01				
	ADE	MEDIUM		White 12 pack	0.98 - 1.25	80	1.02		White 12 pack	0.88 -		30 0.94		White 12 pack	1.00	20	1.00				
		00041110		White 30 pack				`	White 30 pack		3.48	20 3.48		White 30 pack							
	USDA	ORGANIC																			
s		White 12 pack			3.99 - 5.39	170	4.52														
Р	OME	Brown 12 pack			3.99 - 5.39	170	4.52														
E	OWIL	White 12 pack	2.50	110 2.50	1.79 - 3.00	1,300	2.54			2.00 -	2.50	100 2.05	2.79	110 2.79	1.77 - 2.39	110	2.04				
С		Brown 12 pack	2.50	110 2.50	2.99		2.99			2.00	3.00	70 3.00	2.13	110 2.75	1.77 - 2.55	110	2.04				
1	CAGE	-FREE			2.00	1.10	2.00				0.00	70 0.00									
A	0,101	White 12 pack																			
니		Brown 12 pack			2.50 - 3.99	530	3.26								2.49	10	2.49				
\ \	/EGE	TARIAN FED																			
Y		White 12 pack			1.79 - 2.50	490	2.13						2.99	20 2.99							
		Brown 12 pack	2.50 - 3.79	200 3.08	2.50 - 2.99	380	2.89														
				SOUTH CE	NTRAL U.S				SOUTHW	/EST U.	S.			NORTH	WEST U.S.						
			(AF	R,AZ,CO,KS,LA	,MO,NM,OK,T	(,UT)			(CA,F	II, NV)				(AK,ID,MT	,OR,WA,WY)						
		ture Rate 1/	2	24.6% of 4,100	sampled outle	ts		1	4.7% of 2,900 s	sampled	outlets		12.6% of 1,200 sampled outlets								
	Activ	vity Index 2/	Activ	vity Index = 850	Activ	ity Index = 410	(include	s Medi	um)	Activity Index = 170 (includes Medium)											
119	DA	White 12 pack	1.77	60 1.77	1.25 - 1.39	180	1.35			1.50 -	1.66	240 1.53			0.99 - 1.59	60	1.17				
	ADE	White 18 pack						1.79	10 1.79		1.99	90 1.99			1.99 - 2.50	80	2.24				
	A	Brown 12 pack																			
		MEDIUM		White 12 pack				'	White 12 pack					White 12 pack							
		White 12 pack			1.00 - 1.66																
	DA	White 18 pack			2.00	120	2.00														
	ADE	Brown 12 pack		White 12 pack	0.00	20	0.00	,	1/hita 10 maali					\\/\bita 40 ===!							
	A	MEDIUM		White 30 pack	0.99 1.98 - 3.48		0.99 2.42		White 12 pack White 30 pack					White 12 pack White 30 pack							
	USDA	ORGANIC												Transport Parent							
_		White 12 pack																			
S		Brown 12 pack													3.99	10	3.99				
-	OME	GA-3																			
E		White 12 pack			2.29 - 2.99	170	2.68				2.99	70 2.99									
ĭ		Brown 12 pack																			
A	CAGE	-FREE																			
L		White 12 pack																			
Т		Brown 12 pack													2.49 - 3.99	20	3.39				
Y	VEGE.	TARIAN FED																			
		White 12 pack															Į				
		Brown 12 pack																			

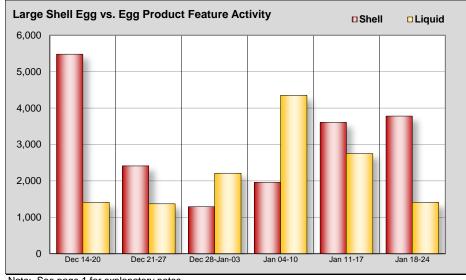
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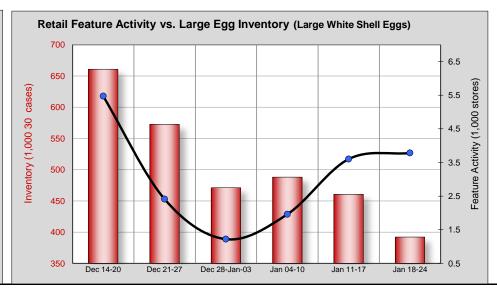
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/18 thru 01/24.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST			NORTHWEST	
1/ Feature Rate	6.4%	10.5%		17.5% of 4,600 sampled		3.3% of 6,100 sampled		4.7% of 4,200 sampled		5.0% of 4,100 sampled		2.1% of 2,900 sampled		0 sampled	ed 0.6% of 1,200 sam	
2/ Activity Index	1,410	2,750	1,770	Activity Index = 740		Activity Index = 100		Activity Index = 280		Activity Index = 220		220 Activity Index		ivity Index = 60 Activi		dex = 10
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price R	ange	Stores Avg 3/	Price Range	Stores Avg 37
14-16 oz. crtn	940 2.30	2,000 2.83	1,460 2.44	1.99 - 2.99	300 2.17	2.50 - 2.79	100 2.61	1.99 - 3.00	260 2.35	1.50 - 2.69	210 2.14	2.49 -	2.99	60 2.60	2.99	10 2.99
32 oz. crtn	450 4.68	550 4.90	300 4.56	2.99 - 4.99	430 4.67			4.99	20 4.99							
3 - 4 oz. cup	20 2.50	200 2.49	10 2.29	2.50	10 2.50					2.50	10 2.50					
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.